

Effective Volunteer MANAGEMENT

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Presenters (p. 1)

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Agenda

Introduction

Volunteer Management

Effective Collaboration

Marketing and Positioning

Partners as the National System



POINTS
OF LIGHT
FOUNDATION
&
VOLUNTEER CENTER
NATIONAL NETWORK

Mission of the Foundation (p. 2)

**To engage more people and
resources more effectively in
volunteer service to help solve
serious social problems.**

Volunteer Centers

Vision

Volunteer Centers mobilize people and resources to deliver creative solutions to community problems.

Volunteer Center National Network

- **Nearly 400 members**
- **The majority of Americans (195 million) live in their service area**
- **1,500 staff members provide local support**
- **Volunteer Centers reflect their communities and vary in size, scope, and structure.**

Annual National Network Statistics

- ❖ **1 million volunteer opportunities**
- ❖ **2.5 million volunteers connected**
- ❖ **80,000 agencies/businesses served**
- ❖ **150,000 individuals trained**
- ❖ **\$90 million operating budget**

Volunteer Center National Network

Vision

To strengthen the nation by igniting volunteering and social action through Volunteer Centers in local communities.

Four Core Competencies

1. **Connect** people with opportunities to serve.
2. **Build** the capacity for effective local volunteering.
3. **Promote** volunteering.
4. **Participate** in strategic initiatives that mobilize volunteers to meet local needs.

Volunteer Center of North Texas

Resources Available

- ▣ Programs
- ▣ VeriFYI – national criminal background check
- ▣ Disaster response

Volunteer Management (p. 3)

Benefits of volunteers

- Additional staff and expertise
- Cost-savings; supplement staff resources and experiences
- Community outreach, input
- Conduit to other groups
- Corporate and foundation contacts
- Assist in fund-raising

Three R's of Volunteer Management

 **Recruitment**

 **Recognition**

 **Retention**

Volunteer Recruitment (p. 5)

Know your message

- ❏ Be sure your "product" is integral to your agencies purpose.
- ❏ Prepare job descriptions which delineate volunteer tasks.
- ❏ Know the value of the experience for the volunteer.

Volunteer Recruitment

Before the message

- ❑ Develop recruitment campaign
- ❑ Application
- ❑ Policies and Procedures Manual
- ❑ Job Descriptions
- ❑ Training/Supervision
- ❑ Risk Management
- ❑ Record keeping
- ❑ Personal Interview/Screening
- ❑ Orientation/Evaluation
- ❑ Placement procedures

Volunteer Recruitment

Developing the message

- Answer the volunteer's unspoken questions.
- Answer typical questions new recruits ask.
- Reassure volunteers that they will be trained.
- Avoid words like "need" and "desperate".
- Be honest -- truth in advertising counts!

Volunteer Recruitment

Marketing the message

- Know how to get the word out.
- Know your "competition".
- Develop your elevator speech.
- Tell "close-to-home" stories.
- Talk about the interests of the audience.
- Poor "customer service" can ruin your efforts.

Volunteer Recruitment

Recruitment techniques

- ❏ Warm Body
- ❏ Proximity
- ❏ Circle of Concern
- ❏ Referral Sources
- ❏ Targeted

Volunteer Recruitment

Targeted Volunteer Recruitment

Volunteer Recognition (p. 6)

Praise volunteer motivators

- Thank you's
- Small gifts
- Public recognition

Affiliation volunteer motivators

- Name badges
- T-shirts
- Say “we” “us”

Volunteer Recognition

Accomplishment volunteer motivators

- Certificates
- Concrete projects

Power/Influence volunteer motivators

- Leadership roles
- Titles
- Photos with Executive
- Year-end awards

Volunteer Recognition

**Volunteer Recognition -
More Than a “Chicken Dinner”**

Volunteer Retention (p. 7)

- ❖ **Average volunteer, volunteers for 3 months or a total of 24 hours**
- ❖ **Invest your volunteers in your agency**
- ❖ **How much do you “recruit” your current volunteers?**
- ❖ **Volunteer career ladder**

Volunteer Retention

Make All Your Wishes Come True

Volunteer Management Myths

- **"Volunteers take too much time"**
- **"Every volunteer is good"**
- **"Volunteers are free"**
- **"Volunteers are not reliable"**
- **"I can't fire a volunteer"**

Effective Collaboration (p. 8)

Collaboration builds on the conviction that, while retaining uniqueness and autonomy, organizations that share values and goals can accomplish more by working together than working alone.

Self-Assessment

**Please complete the Self-Assessment
on page 8.**

How many rated yourself:
Excellent (higher than 20)
Advance (10-20)
Developing (under 10)

7 Keys to Successful Collaboration (p. 9)

- 1. Shared Vision**
- 2. Skilled Leadership**
- 3. Process Orientation**
- 4. Cultural Diversity**
- 5. Membership-Driven Agenda**
- 6. Multiple Sectors**
- 7. Accountability**

10 Dangerous Sand Traps & Solutions

- 1. Loss of direction or focus**
- 2. Loss of leadership or struggles for leadership**
- 3. The “Founding-Member Syndrome”**
- 4. Unequal involvement and recognition of members**
- 5. Poor planning efforts**

10 Dangerous Sand Traps & Solutions

6. Negative publicity

7. Failure of planned projects

8. Burn out of unrealistic demands on members

9. Bureaucratic structure

10. Turf battles and competition

Collaboration Activities (pp. 10-11)

Communications and Coordination

Training and Consultation

Resource Development

Planning and Research

Advocacy

Communications and Public Relations

Collaboration Tips (pp. 12-14)

Collaboration Indicators

Observations of a Collaborator

**Factors Influencing the Success of
Collaboration**

Marketing and Positioning (p. 15)

Publicizing Accomplishments (p. 16-17)

Step 1: Set marketing goals

Step 2: Position your MRC

Step 3: Conduct a marketing audit

Step 4: Develop a marketing plan

Step 5: Develop a promotion campaign

Additional Marketing Tips (pp. 18-20)

Goal-Setting

Targeting

Message Delivery

Management Response

What is an “Elevator Speech?” (p. 21)

- ❖ **A compelling 30-second description of your MRC plan, delivered as part of a two-way conversation, that educates and, hopefully, elicits interest from listeners**
- ❖ **A critical component of success for MRC self-sufficiency and sustainability**

Six Questions Your "Elevator Speech" Must Answer

- 1. What is a MRC?**
- 2. How will the community benefit from a MRC?**
- 3. How will the MRC be funded and why will this be successful?**
- 4. What is your role and who else is supporting the MRC?**
- 5. When and how do you plan to open the MRC? (if relevant)**
- 6. How can the listener support the MRC?**

Developing the Elevator Speech

Take 5 minutes to write your basic elevator speech by putting together the answers to these questions (it's OK to vary the order):

- 1. What is an MRC?**
- 2. How will the community benefit from the MRC?**
- 3. How do you plan to fund the MRC and why will this be successful?**
- 4. Who is supporting the MRC?**
- 5. When and how do you plan to open the MRC? (if relevant)**
- 6. How can the listener support the MRC?**

Who Might You Use Your Elevator Speech On?

Using the Elevator Speech

- 1. Get to know the supporter before asking for support**
- 2. Think about the needs and interests of the supporter and adjust your elevator speech accordingly**
- 3. Personalize your delivery**

Elevator Exercise

- ✚ Find a partner from another MRC
- ✚ Pretend you meet in the elevator and have a 60-second conversation
- ✚ Whomever was born earlier in the year will pretend to be any one of the individuals listed on the flipchart paper first
- ✚ The other person will be themselves by trying out their own elevator speech
- ✚ Switch roles
- ✚ Share with each other person what worked and what might be ideas to try